



For Immediate Release

Contact: Richard Elder
relder@kidnetic.com
202-296-6540

Kids Agree: "Kidnetic.com is the Coolest!"

Healthy Eating, Active Living Web Site Visited by One Million in First Year

(WASHINGTON, DC June 26, 2003) - "I think this site is the coolest! The games are fun, and everything about it rocks!!!!!"

This is what kids are saying about Kidnetic.com (<http://kidnetic.com>), an interactive and educational Web site designed to appeal to kids 9-12 and their parents to help prevent childhood overweight/obesity* by promoting healthy eating and physical activity.

"Back in 1999, we realized the number of overweight children was increasing at an alarming rate, and we wanted to do something that would help," said Susan Borra, RD, senior vice president of the International Food Information Council (IFIC) Foundation. "That's why we went right to the experts - the kids themselves and their parents - to conduct research on how they felt and thought about nutrition and physical activity.

"One of the first things kids told us was that health information has to be presented in a way that is fun, cool, and not boring," continued Borra, who is also the principle author of an article about the research that was just published in the June issue of the Journal of the American Dietetic Association (JADA). This research led to the creation of Kidnetic.com, which recently celebrated its one-year anniversary and welcomed its one-millionth visitor. Keith Ayoob, EdD, RD, FADA, pediatric nutritionist, and one of seven scientific advisors to Kidnetic.com agrees that this approach makes sense, "I see how kids' eyes glaze over when we talk to them about nutrition. Kidnetic.com helps to make nutrition and physical activity fun. I think Kidnetic.com is a terrific site!"

Busy Buddy, Recipe Roundup, and Time Challenge are three of the most popular features of the site. Busy Buddy is an interactive, on-screen "buddy" who helps kids "tap into their own energy." Recipe Roundup includes recipes designed to be kid-friendly and appealing. Two of the most popular recipes are the "Wacky Wafflewich" and the "Fabulously Fruity Freeze." Time Challenge features exercises that kids can do both in front of the computer and throughout the house.

"The idea of challenging kids to be physically active in situations where they'd ordinarily be sedentary is very creative," said Russell Pate, MS, PhD, exercise physiologist, and Kidnetic.com scientific advisor. "It reinforces the idea that you don't have to go to the gym or playground to make physical activity part of your everyday lifestyle."

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"Another very important finding that surprised us," added Borra, "is that kids in this age group still want involvement and support from their parents in making lifestyle choices." In order to address this need, Kidnetic.com has a special section just for parents that provides answers to frequently asked questions about nutrition and physical activity.

"When you think about it, parents and kids have more information and tools to talk about drugs and sex than they do healthy lifestyles and yet the statistics show that overweight and obesity have become major health problems," continued Borra. "We hope that Kidnetic.com helps parents to talk about the importance of a healthy lifestyle with their children."

There is no cost to use Kidnetic.com, and it is non-commercial. This means there is no advertising, nothing is for sale, and there are no links to any company or brand Web sites. All content on Kidnetic.com is reviewed for scientific accuracy and appropriateness by each of five organizations that formed a partnership with the IFIC Foundation to create the site. These organizations are: the American Academy of Family Physicians, American College of Sports Medicine, American Dietetic Association, International Life Sciences Institute Center for Health Promotion, and the National Recreation and Park Association.

The following organizations provide funding for Kidnetic.com in the form of unrestricted grants to the IFIC Foundation: The Coca-Cola Company; Hershey Foods Corporation; H.J. Heinz Foundation; Keebler Company; Kellogg Company; Kraft Foods; Masterfoods USA; McDonald's Corporation; National Confectioners Association; The Procter & Gamble Company; PepsiCo, Inc.; Sara Lee Corporation; and Snack Food Association.

Visit Kidnetic.com at <http://kidnetic.com>.

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* The Centers for Disease Control and Prevention (CDC) defines childhood overweight as a condition in which a child's weight is at or above the 95th percentile of body mass index for his or her age group.

The International Food Information Council (IFIC) Foundation is the educational arm of IFIC. IFIC's mission is to communicate science-based information on food safety and nutrition issues to health and nutrition professionals, educators, journalists, government officials, and others providing information to consumers. IFIC and the IFIC Foundation are primarily supported by the food, beverage and agricultural industries. IFIC Foundation materials are available at <http://ific.org>.

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Parents, Kids Don't Perceive Obesity as a Health Problem

Research Published in *Journal of the American Dietetic Association*

Provided Foundation for Kidnetic.com

(WASHINGTON, DC June 2, 2003) - Most "tweens" (children 8 - 12) give little thought to healthy weight, neither recognizing its immediate benefits nor its long-term importance. They relate their weight to athletic performance and overall appearance--not health.

These were just two findings from a groundbreaking study, published in the June Journal of the American Dietetic Association, that sheds light on the attitudes that children and their parents have on childhood overweight.*

"Neither kids nor their parents see obesity as a health issue. Parents tend to characterize overweight as a social issue, worrying about how it will affect their child's self-esteem and acceptance by peers," said lead author and registered dietitian Susan T. Borra, International Food Information Council (IFIC) Foundation senior vice president, director of nutrition. "Parents indicated that they have tools to deal with other risk behaviors, such as drug use and sexual activity, but not overweight. They also don't see themselves as good role models." Borra said the study is the first attempt to gauge parents' and children's attitudes toward childhood obesity. Key research findings include:

- Children and parents both relate obesity more to food than to physical activity.
- Many children equate being healthy with following "rules," bringing to mind some what negative images of "mandatory" fruits and vegetables or being deprived of their favorite foods. One child characterized healthy eating as, "Mom makes me have a piece of fruit."
- Many overweight kids say they do not have much opportunity for physical activity because they tend to drop out of organized sports. "I hate gym. Skinny people like gym," said one child.

"These children and their parents need help in understanding what being active and fit means," said Borra.

- Parents and children stressed the importance of encouragement and "small victories" as critical components of a successful weight management program.
- Teachers, who were also included in the research, believe family involvement is key, emphasizing the importance of family dynamics in addressing overweight prevention.

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"Parents and children said they were stumped as to how to get started and what to do to address childhood overweight," noted Borra. "Based on this feedback and our other research findings, we developed Kidnetic.com." Kidnetic.com (<http://kidnetic.com>) is a healthy eating and active living Web site for parents and kids to use as a tool to prevent childhood overweight. The site addresses both the physical activity and nutrition aspects of weight management.

"This one-of-a-kind research led to the development of this one-of-a-kind Web site," said registered dietitian and American Dietetic Association (ADA) spokesperson Keith Ayoob, a Kidnetic.com scientific advisor. ADA is one of several health organizations that are partners in the development of Kidnetic.com.

"Overall weight management comes from a balance of healthy eating and active living, and Kidnetic.com was designed to get kids moving and make nutrition fun," said Ayoob. Along with the IFIC Foundation and ADA, Kidnetic.com partners include: American Academy of Family Physicians, American College of Sports Medicine, International Life Sciences Institute Center for Health Promotion, and the National Recreation and Park Association. Information on Kidnetic.com was reviewed by a panel of scientific advisors. Funding for Kidnetic.com was provided to the IFIC Foundation through unrestricted grants from 13 food and beverage companies and other organizations.

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* The Centers for Disease Control and Prevention (CDC) defines childhood overweight as a condition in which a child's weight is at or above the 95th percentile of body mass index for his or her age group.

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What is Kidnetic.com?

Kidnetic.com for Kids



Kidnetic.com is a cool site for kids like you-kids who like to play hard and have fun. Kidnetic.com lets you tap into your own energy so you can feel great all day long.

There's lots to do! Post a message in Shout Out to let everyone know what's on your mind or you can use the Kidnector to send a message to your parents and find out if they practice what they preach-do they eat their broccoli? Try making one of the fun Kidnetic.com recipes like "Brewed Monkey Brain Stew" (it's really chili, silly!) or make a "Groovy Grape Ape Smoothie." You can also adopt a Busy Buddy, a buddy that lives on your desktop and interacts with Kidnetic.com.

You'll also find fun games to play inside or outside, by yourself or with friends. We call these Wet Head games because you're supposed to get a "wet" head while you play them! Kidnetic.com tells you cool stuff about how your body works, how eating right helps you play better and feel good and how staying active is lots of fun!

There are lots of fun things to do on Kidnetic.com, but there are a few things you'll have to register for in order to participate. In order to adopt a Busy Buddy, post a message in Shout Out, or send us your idea for a Wet Head game, you need to be a member of the Kidnetic.com Power Pack.

Kidnetic.com for Parents

Kidnetic.com is a great resource for raising a healthy child and offers a special section just for parents. Check out the Bright Papers and Frequently Asked Questions to get the facts about children and physical activity, healthy eating and self-esteem. You can also ask the Kidnetic.com experts questions about these topics and share your thoughts and experiences with other parents through the Discussion Board. In Recipe Roundup, you can find lots of kid-pleasing recipes, including a category of "Family-Friendly" recipes that you and your kids can make together.

Kidnetic.com encourages parents and kids to talk to each other. The Kidnector is a unique component of Kidnetic.com that is designed to help open the lines of communication between children and parents. The Kidnector invites kids to share their thoughts with their parents, and encourages kids to ask their parents to do the same. So don't be surprised if they get you in on the action! We even provide thought-starters to get the conversation going.

You can get to the parents' page of Kidnetic.com by looking for the Parents' Place button in the upper right corner of the home page.



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Kidnetic.com for Health Professionals and Educators

Kidnetic.com is a healthy eating and active living Web site designed for kids aged 9 - 12 and their families. Kidnetic.com is a resource for kids and their families to inspire them to move toward healthier lifestyles. Kidnetic.com is also a resource for health professionals and educators to use when working with patients and students.

Who's Behind Kidnetic.com?

Kidnetic.com was launched on June 26, 2002, as the initial program element of ACTIVATE, an educational outreach program of the International Food Information Council (IFIC) Foundation developed in partnership with:

- American Academy of Family Physicians
- American College of Sports Medicine
- American Dietetic Association
- International Life Sciences Institute Center for Health Promotion
- National Recreation and Park Association

In addition, ACTIVATE/Kidnetic.com is working in partnership with the following organizations to promote healthy eating and physical activity for kids and their families:

- The President's Council on Physical Fitness and Sports
- America On The Move™
- Food Marketing Institute

All content on Kidnetic.com was favorably reviewed by the five partner organizations above and a panel of seven scientific advisors from a variety of health-related backgrounds listed below:

- Keith-Thomas Ayoob, Ed.D., R.D., F.A.D.A., Pediatric Nutritionist, Rose F. Kennedy Children's Evaluation and Rehabilitation Center, Bronx, NY
- Rebecca K. Kirby, M.D., M.S., R.D., Family Practice Physician and Registered Dietitian, American Academy of Family Physicians, El Paso, TX
- Harold W. Kohl, III, Ph.D., Centers for Disease Control and Prevention, Atlanta, GA
- Ellen L. O'Sullivan, M.S., Ph.D., Public Health Professor, Southern Connecticut State University, New Haven, CT
- Russell R. Pate, M.S., Ph.D., Exercise Physiologist, University of South Carolina, Columbia, SC
- David A. Schultz, Ph.D., M.Div., Child Psychologist, Assistant Professor, Department of Psychology, Baltimore, MD
- Meg Zeller, Ph.D., Child Psychologist, Cincinnati Children's Hospital Medical Center, Cincinnati, OH

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Funding for the International Food Information Council Foundation and ACTIVATE, including Kidnetic.com, comes from the broad-based food, beverage and agricultural industries.

Unrestricted grants were provided by the following companies:

- The Coca-Cola Company
- Hershey Foods Corporation
- H.J. Heinz Foundation
- Keebler Company
- Kellogg Company
- Kraft Foods
- Masterfoods USA
- McDonald's Corporation
- National Confectioners Association
- The Procter & Gamble Company
- PepsiCo, Inc.
- Sara Lee Corporation
- Snack Food Association

Kidnetic.com is a non-commercial site. This means no advertising and nothing for sale. The Kidnetic.com logo may be used with permission. To obtain permission, contact us at contactus@kidnetic.com.



Kidnetic.com for kids

Kidnetic.com is a cool new Web site for kids like you—kids who like to play hard and have fun. Kidnetic lets you tap into your own energy so you can feel great all day long. There's lots to do—check it out!



Busy Buddy

Busy Buddy

Your on-screen buddy.

A personal buddy who lives on-screen and helps you tap into your own energy.



**WET HEAD
GAMES**

Betchacant

Do the dare-if you're up to the challenge!
Activities that get you up and moving.

Wet Head Games

Pick one or make up your own.
Fun, physical, wacky games for one or more players.

Poll

Your opinion counts!
Vote on your favorite foods, games and things to do.



Time Challenge

Can you beat the clock?
Active games for you to play against your friends or against yourself.

InnerG

What makes you tick?

Learn about your body and ways to keep it healthy through food and physical activity.

Recipe Roundup

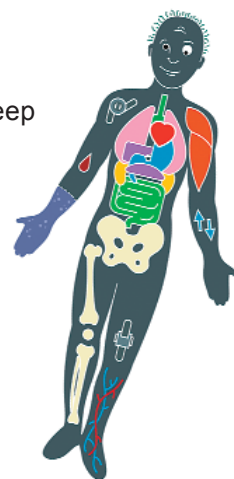
Cook up a winner.
Kid-tested, kid-friendly ways for you to eat healthy.

Shout Out

Tell us what you're thinking.
Discussion area where you can talk to other kids about what's on your mind.

Kidnector

Check out what Mom and Dad know.
Send messages and quizzes to your parents to keep connected.



SHOUT OUT



Kidnetic.com for parents

Kidnetic.com is a fun, interactive Web site designed to help kids tap into their own energy. But it also provides parents with the resources and tools they need to help their children make smart decisions about eating and exercise.

Bright Papers

Learn how to get energized.

Detailed information parents can use to help kids make healthy choices about eating and exercise.

Discussion Board

Talk to your peers.

Find out what other parents think about raising healthy kids.



Ask an Expert/FAQ

Check out what the experts say.

Ask our panel of experts for their advice on eating right, staying active and healthy living for your family.

Kidnector

Make a kidnection.

Use this feature to keep the lines of communication open between you and your kids.



Frequently Asked Questions



Q: What is Kidnetic.com?

A: Kidnetic.com is a fun, interactive Web site designed to help kids tap into their own energy through good nutrition and regular physical activity. The site was developed and written for kids in a way that makes healthy living fun. It also provides parents with the resources and tools they need to help their children make smart decisions about eating and exercise.

Q: Why was Kidnetic.com developed?

A: Childhood obesity is a serious health problem for our country. Choosing a healthy lifestyle today helps prevent the health risks associated with being overweight. Kidnetic.com was developed to help kids and their parents learn about healthy eating and physical activity in a fun, interactive environment.

Q: Why is a Web site being used to address this issue?

A: Research showed that kids and parents agree that a Web site is the easiest way to deliver information, while at the same time reaching kids where they already spend time. The Internet also provides a mechanism for talking with other kids about healthy eating and exercise issues, sharing information with parents and accessing other resources.

Q: What makes this Web site different from all of the others out there?

A: Kidnetic.com uses the Internet in a way that it hasn't been used before. It is one of the only Web sites to offer activities that get kids up and moving while they are online. It encourages kids and parents to talk about healthy living issues, provides a forum for kids to talk about their feelings with other kids and provides expert advice for parents. Most importantly, it speaks to kids in their own language. In addition, Kidnetic.com is a non-commercial site. There is no advertising, nothing for sale and no links to other company or brand Web sites.

Q: Will Kidnetic.com help kids lose weight?

A: Kidnetic.com is about prevention, not treatment. It helps all kids—not just those who are overweight—tap into their own energy to establish good eating and exercise habits.

Q: Who is behind Kidnetic.com?

A: Kidnetic.com is a component of ACTIVATE, a healthy eating and active living initiative. ACTIVATE is an educational outreach program of the International Food Information Council Foundation, developed in partnership with the following organizations: American Academy of Family Physicians; American College of Sports Medicine; American Dietetic Association; International Life Sciences Institute Center for Health Promotion; and National Recreation and Park Association.



ACTIVATE and Kidnetic.com Partners

American Academy of Family Physicians (<http://www.aafp.org>)

AAFP is the national association of family doctors. It is one of the largest national medical organizations, with more than 93,500 members in 50 states, D.C., Puerto Rico, the Virgin Islands, and Guam.

The Academy was founded in 1947 to promote and maintain high quality standards for family doctors who are providing continuing comprehensive health care to the public. Other major purposes of the Academy include:

- To provide responsible advocacy for and education of patients and the public in all health-related matters;
- To preserve and promote quality cost-effective health care;
- To promote the science and art of family medicine and to ensure an optimal supply of well-trained family physicians;
- To promote and maintain high standards among physicians who practice family medicine;
- To preserve the right of family physicians to engage in medical and surgical procedures for which they are qualified by training and experience;
- To provide advocacy, representation and leadership for the specialty of family practice;
- To maintain and provide an organization with high standards to fulfill the above purposes and to represent the needs of its members.

For more information about AAFP, contact Maureen Maxwell at 888-794-7481 or mmaxwell@aafp.org.

American College of Sports Medicine (<http://www.acsm.org>)

ACSM is the world's largest multidisciplinary sports medicine and exercise science organization. Dedicated to improving the quality of life for people around the world, more than 18,000 members search for and find methods that allow everyone to live a healthier, more productive life. Celebrating its 49th year, ACSM is internationally known as the leading source of state-of-the-art research and information on sports medicine and exercise science.

ACSM promotes and integrates scientific research, education, and practical applications of sports medicine and exercise science to maintain and enhance physical performance, fitness, health, and quality of life.

ACSM's members include professionals and students in fields related to health, physical education, or exercise science or others working in fields related to sports medicine or exercise science.

For more information about ACSM, contact Christa Dickey at 317-637-9200, ext. 127 or cdickey@acsm.org or Gail N. Hunt at 317-637-9200, ext. 117 or gnhunt@acsm.org.

American Dietetic Association (<http://www.eatright.org>)

With nearly 70,000 members, ADA is the nation's largest organization of food and nutrition professionals. Approximately 75 percent of ADA's members are registered dietitians (RDs) and four percent are dietetic technicians registered (DTRs).

ADA's mission is to promote optimal nutrition and well-being for all people by advocating for its members.

The majority of ADA members work in the treatment and prevention of disease in hospitals, HMOs, private practice, or other health care facilities. A large number of dietitians work in community and public health settings and academia and research. A growing number work with the food and nutrition industry and business, journalism, sports nutrition, and corporate wellness programs.

ADA's commitment to helping people enjoy healthy lives brings the Association into the forefront of five critical health areas facing all Americans:

- Obesity, including prevention of childhood obesity
- Complementary care and dietary supplements
- Retail food practices
- Genetic research
- Biotechnology

For more information about ADA, contact Lori Ferme at 312-899-4802 or media@eatright.org.

International Food Information Council Foundation (<http://ific.org>)

The IFIC Foundation is the educational arm of IFIC. IFIC's mission is to communicate science-based information on food safety and nutrition to health and nutrition professionals, educators, journalists, government officials and others providing information to consumers. IFIC is supported primarily by the broad-based food, beverage, and agricultural industries.

IFIC bridges the gap between science and communications by collecting and disseminating scientific information on food safety, nutrition, and health and by working with an extensive roster of scientific experts and through partnerships to help translate research into understandable and useful information for opinion leaders and ultimately, consumers.

For more information about the IFIC Foundation and its involvement in ACTIVATE, contact Richard Elder at 202-296-6540 or elder@ific.org.

International Life Sciences Institute Center for Health Promotion (<http://chp.ilsa.org>)

The ILSI Center for Health Promotion (ILSI CHP) is a nonprofit organization dedicated to the promotion of health in individuals and populations. The Center carries out this mandate through targeted research and investigations to identify innovative solutions to major public health challenges; collaboration with community-based organizations to design, test, and implement health prevention strategies that address these challenges; and by building coalitions and partnerships among public and private institutions to enhance programmatic opportunities. Programs within the Center include the Physical Activity and Nutrition (PAN) Program, which promotes healthful physical activity and nutrition among children, adolescents, and adults through the TAKE 10!™ program; and Project IDEA (Iron Deficiency Elimination Action), dedicated to the elimination of iron deficiency anemia in developing countries. ILSI CHP is

supported predominantly by grants from foundations, with additional contributions from corporations, and government agencies.

For more information about the ILSI Center for Health Promotion, contact Dr. Harold Kohl at 770-934-1010 or hkohl@ilsa.org.

National Recreation and Park Association (<http://www.nrpa.org>)

NRPA's mission is to advance parks, recreation, and environmental conservation efforts that enhance the quality of life for all people.

NRPA's membership is dedicated to achieving this mission with commonly held values and beliefs. NRPA believes that parks and recreation:

- Enhances the human potential through the provision of facilities, services and programs that meet human emotional, social and physical needs.

- Articulates environmental values through ecologically responsible management and environmental education programs.

- Promotes individual and community wellness to enhance the quality of life for all citizens.

- Utilizes holistic approaches to promote cultural understanding, economic development, family unit and public health and safety, by working in coalitions and partnerships with allied organizations.

- Facilitates and promotes the development of grassroots, self-help initiatives in communities across the country.

For more information about NRPA, contact Jennifer Martin at 202-887-0290 or jmartin@nrpa.org.

The Story Behind Kidnetic.com

The Obesity Epidemic

Obesity is emerging as the number one public health problem facing our nation. Obesity-related illnesses are the second leading cause of preventable deaths. The trend is particularly alarming in children: One child out of four is now classified as either overweight or at risk for overweight—more than double the rate of a generation ago. For them, the tolls are physical and emotional. The health community has characterized the situation as an epidemic and a critical public health threat.

The causes of overweight and obesity are complex. They certainly include eating behaviors and total calories consumed as well as the amount of energy burned through daily physical activity. But they also include a number of genetic, social, cultural and environmental factors as well. There have been dramatic changes in what, when and where we eat, and the portion sizes we consume. Daily physical education has all but disappeared from public schools. Less time is spent being physically active and more time is spent being sedentary.

There are no simple solutions to this complex problem. However, providing consumers with practical and relevant tools and information to help them adopt healthy eating and physical activity behaviors is a critical first step toward obesity prevention.

Taking Action to Promote Healthy Eating and Physical Activity

In 1994, the International Food Information Council (IFIC) Foundation joined forces with the American Dietetic Association and the President's Council for Physical Fitness and Sports to communicate to kids about healthy eating and physical activity to kids, beginning with a Gallup Organization Survey on "Food, Physical Activity and Fun: What Kids Think."

Based on the findings of the survey, the partnership published two consumer education pieces: *10 Tips to Healthy Eating and Physical Activity for You*, a colorful brochure designed for 9-15 year-olds with easy tips on balancing food choices and increasing physical activity; and the *Children's Nutrition and Physical Activity Teaching Set*, a poster set designed to help teachers, health professionals and parents communicate to kids the importance of a balanced diet and regular physical activity for an overall healthy lifestyle.

Consumer Research Serves as the Cornerstone

In 1999, the IFIC Foundation recognized obesity as an emerging issue likely to have a major impact on the public and the public's interest in science-based information on nutrition, physical activity and health. The IFIC Foundation initiated in-depth and ongoing consumer research through focus groups, ethnographic studies and in-home interviews. The goal was to better understand children's and parents' attitudes, perceptions and behaviors about preventing overweight in childhood and to explore potential avenues for communicating healthy eating and physical activity messages.

Research found that kids:

- Relate weight to performance and appearance, not health
- Question what "being fit" means
- Want "small victories" to sustain interest and build self-esteem
- Want ideas for physical activity beyond organized sports
- Want parental guidance and emotional support

Research found that parents:

- Do not see overweight as a health issue

- Believe their child will outgrow the problem
- Fear bringing attention to the problem will cause eating disorders
- Lack the information and skills to address the issue with kids

Both kids and parents need help defining and measuring “fitness” and “health.” Both said they need positive, realistic approaches to getting fit.

The research also found that family dynamics play a very important role in the issue. Children want ongoing involvement and inspiration from parents. Families need to work together in addressing the obesity prevention issue and need effective tools to facilitate this cooperative effort.

ACTIVATE: A Childhood Obesity Prevention Initiative

In 2001, the IFIC Foundation formed ACTIVATE, a partnership of the American Academy of Family Physicians, the American College of Sports Medicine, the American Dietetic Association, the International Food Information Council Foundation, the International Life Sciences Institute Center for Health Promotion, and the National Recreation and Park Association.

ACTIVATE is a comprehensive consumer communications outreach program designed to help children and their families achieve healthy lifestyles through regular physical activity and good nutrition. It is designed to deliver information and programs in the home, school and community settings.

Kidnetic.com is Born

Two and a half years of research showed that kids and parents agreed that a Web site was the easiest way to deliver information, while at the same time reaching kids where they already spend time. To accomplish this, the ACTIVATE partnership teamed up with chemistri (www.chemistri.com), an interactive creative agency, to create Kidnetic.com, which is the first component of the ACTIVATE partnership. In a collaborative effort, the ACTIVATE partners and chemistri produced an interactive Web site designed to help kids tap into their own energy through good nutrition and regular physical activity. Chemistri worked to create a completely unique kind of Web site—one that encourages kids to go online to learn and interact, but also to get up and get moving.

Further research found kids and parents have common interests, but different information needs. Kids stated they want information that is “fun,” “cool” and “not boring,” while parents conveyed they want information that is “quick,” “easy to use” and “credible.” The research also found “fitness,” “healthy eating” and “health” need to be redefined and that messages must address self-esteem, behavior, parenting and family dynamics. In addition, information needs to be structured to facilitate communication between kids and parents.

Kidnetic.com meets all these goals and more. Kidnetic.com addresses food, fun, fitness and feelings, with information designed for kids and parents. What makes Kidnetic.com unique is that it offers activities to get kids up and moving while they are online. It also provides healthy recipe ideas that kids and parents can make together. In addition, the site helps to open the lines of communication between kids and parents.

The site was developed and written for kids in a way that makes healthy living fun. It also provides parents with the resources and tools they need to help their children make smart decisions about eating and exercise. By providing kids and parents with ideas and tools to help them change their habits today, Kidnetic.com is helping to plant the seeds for healthier families tomorrow.

ADDITIONAL ONLINE RESOURCES

Health and Nutrition Information on a Variety of Topics

American Academy of Family Physicians—a Kidnetic.com Partner Organization—brings you healthy living information for the whole family. <http://familydoctor.org>

American Academy of Pediatrics provides information for parents on raising healthy kids. <http://www.aap.org/family>

American Dietetic Association—a Kidnetic.com Partner Organization—offers consumer-friendly nutrition information and links to help you find RD's in your hometown: <http://www.eatright.org>

Food and Drug Administration (FDA) serves to ensure the safety of common food ingredients and other products. The site provides a link to useful nutrition information for consumers. <http://www.fda.gov>

International Food Information Council (IFIC) Foundation—a Kidnetic.com Partner Organization—offers information on food safety and nutrition.. <http://www.ific.org>

National Center for Chronic Disease Prevention and Health Promotion is part of the Centers for Disease Control (CDC) and works to prevent chronic disease and promote healthy behaviors. <http://www.cdc.gov/nccdphp/dnpa/index.htm>

Nutrition.gov provides easy access to all online federal government information on nutrition. <http://www.nutrition.gov>

CDC provides a list of links related to nutrition. <http://www.cdc.gov/nccdphp/dnpa/dnpalink.htm>

Tufts University Nutrition Navigator: A Rating Guide to Websites provides a list and ratings of sites offering nutrition information. <http://navigator.tufts.edu/>

United States Department of Agriculture (USDA) Center for Nutrition Policy and Promotion (CNPP) provides links to useful nutrition information. <http://www.usda.gov/cnpp>

USDA Department of Health and Human Services (DHHS) creates the Dietary Guidelines for Americans to provide easy to understand, science-based information on how Americans can choose diets that promote good health. <http://www.health.gov/dietaryguidelines/dga2000/document/summary/default.htm>

Body Mass Index (BMI)

CDC offers detailed information on the calculation and use of the Body Mass Index (BMI) for both adults and children.

For more detailed information for children. <http://www.cdc.gov/nccdphp/dnpa/bmi/bmi-for-age.htm>

To view the Body Mass Index-for-age percentiles: Boys, 2 to 20 years.

<http://www.cdc.gov/nchs/about/major/nhanes/growthcharts/set1/chart15.pdf>

To view the Body Mass Index-for-age percentiles: Girls 2 to 20 years.

<http://www.cdc.gov/nchs/about/major/nhanes/growthcharts/set1/chart16.pdf>

For more detailed information for adults.

<http://www.cdc.gov/nccdphp/dnpa/bmi/bmi-adult.htm>

To view the Body Mass Index-for-age percentiles for adults.

<http://www.cdc.gov/nccdphp/dnpa/bmi/00binaries/bmi-adults.pdf>

Obesity and Overweight

CDC provides specific information on obesity and overweight.

<http://www.cdc.gov/nccdphp/dnpa/obesity/index.htm>

Weight-control Information Network (WIN), part of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), National Institutes of Health (NIH), provides science-based information on obesity, weight control, and nutrition. <http://www.niddk.nih.gov/health/nutrit/win.htm>

Eating Disorders

Academy for Eating Disorders is a professional organization that addresses the treatment and prevention of Anorexia Nervosa, Bulimia Nervosa, Binge Eating Disorder and related disorder.:

<http://www.aedweb.org>

Harvard Eating Disorders Center (HEDC) is an academic research center for eating disorders that works to increase and share knowledge about the detection treatment and prevention of eating disorders.

<http://www.hedc.org>

Food Safety:

Partnership for Food Safety Education site provides information for educators, the media, and consumers.

<http://www.fightbac.org/main.cfm>

Physical Activity:

American Academy of Family Physicians—a Kidnetic.com Partner Organization—brings you healthy living information for the whole family. <http://familydoctor.org>

American College of Sports Medicine encourages physical activity to improve health.

http://www.acsm.org/public_arena.html

CDC provides a list of links related to physical activity.

<http://www.cdc.gov/nccdphp/dnpa/dnpalink.htm>

National Center for Chronic Disease Prevention and Health Promotion (CDC) offers information on physical activity.

<http://www.cdc.gov/nccdphp/dnpa/index.htm>

National Recreation and Park Association promotes individual and community wellness to enhance the quality of life for all citizens. <http://www.nrpa.org>

President's Council on Physical Fitness and Sports gets you up and out with physical fitness

ideas. <http://www.fitness.gov>

Take 10!™ is designed to help students in kindergarten through fifth grade—typically a younger group of kids than Kidnetic.com kids—achieve recommended amounts of daily physical activity. Take 10!™ is a program of the International Life Sciences Institute Center for Health Promotion—a Kidnetic.com Partner Organization. Teachers can get information on the Take 10!™ Web site designed especially for them. <http://www.take10.net>

Child and Family Psychology

American Psychological Association's provides a list of links, including a link to their "Consumer Help Center."

<http://www.apa.org>